

CHARITABLE GAMING HIGHLIGHT \$



2005 Volume 18, No. 2

Creating a Bingo Newsletter

Does your organization have a computer? If so, you may be a good candidate for creating a low-cost newsletter. A simple publication consisting of one page, front and back, printed in black ink can be a very inexpensive advertising tool. By effectively using clip art, different fonts, exciting headings, and white space, you can create an attractive newsletter that will appeal to your audience.

A newsletter can be a very effective advertising tool. Creating the initial mailing list can be a bit time consuming; however, once it's established, the maintenance of keeping it current is minimal. When establishing your mailing list, ask your current players to include names of family, friends, and neighbors that may be interested in attending future bingo games. Consider including your newsletters with outgoing correspondence when appropriate. Anyone receiving mail from your organization represents a potential bingo player.

Here are a few ideas to get you started with your newsletter:

- Create a catchy name for your newsletter.
- Always include the name of your organization, phone number, bingo location, the day and time you are open, license number, and how bingo proceeds are used.
- Feature winners of the Michigan Progressive Jackpot Bingo Game and the amount they won. Ask winners if they would share how they plan to use the money.
- Every once in a while include a few survey questions for players to complete and drop off the next time they attend bingo. Ask them what they like best about your bingo game, what they like the least, find out what they like best and least about other bingo games, etc.
- Include stories and photos about the good deeds that were accomplished with bingo proceeds and thank your players for supporting these causes.
- Occasionally provide a reminder that you serve food. Include a menu and use descriptive words to make it sound appetizing.
- Connect with your players by recognizing birthdays, anniversaries, and other exciting news they are willing to share.
- Announce upcoming holiday events, special theme nights, or program changes.
- Proof your information carefully.

Once you commit to publishing a newsletter, keep it up! If you stop abruptly or don't deliver on schedule, your readers will be disappointed. Make sure to include the publishing costs in your advertising budget. Bingo games can spend up to 3% of their gross revenue each October 1 through September 30. Remember, the goal is to keep your current players while bringing in new players by creating consistent excitement and interest in your bingo game.

Church Awards over \$2 Million in Prizes

Over 32 years ago, when the Men's Club of St. Paul Catholic Church of Onaway started bingo, they had no idea it would mean so much to their parish, or that it would raise so much money. St. Paul was one of the first churches in the state to receive a bingo license when bingo became legal in 1973. During the first five years, over \$50,000 was raised, enabling the parish to construct a new bingo hall. In the years since, more than \$500,000 in bingo proceeds helped pay for:

- The hall mortgage
- A speaker system in the church
- An organ for the church
- Refurbishing the rectory
- New carpeting in the hall and church




Bernie Schmeltzer, Treasurer (left) and Abel Canales, President (right) award player Diane Grulke with a plaque that commemorates her bingo winnings as hitting the \$2 million mark.

St. Paul Catholic Church bingo recently celebrated a milestone. On June 26, 2005, one special game put them over the \$2 million mark in bingo prizes. A plaque and an extra \$100 were awarded to the player that won that game. In addition, every bingo participant received a plastic mat keepsake, commemorating the occasion.

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HIGHLIGHT\$ is an official publication of the
 Michigan Lottery, Charitable Gaming Division.

Articles from HIGHLIGHT\$ may be reprinted with
 the prior approval of the Michigan Lottery. All
 inquiries may be directed to:

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 Lansing, MI 48909
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Total copies printed: 16,231; Total cost: \$3,243.74;
 Cost per copy: \$0.20.

If your organization's issue of HIGHLIGHT\$ doesn't always reach you, it is always available on our website at www.michigan.gov/cg.

Happy Trails



Becky Flynn retired from the State of Michigan after 11 years of dedicated service. Becky was the receptionist for the Charitable Gaming Division. Her retirement plans include visiting her daughter in Arizona, reading, and knitting cat mats for the Capital Area Humane Society. She is an avid Elvis fan and plans to continue collecting memorabilia for her "Elvis Room." (We find it interesting that Becky started working for the Charitable Gaming Division on Elvis' birthday in 2001.) She is also looking forward to spending quality time with her husband Tom and their dog Maddie.

Check your Bingo Hall Contract

Bingo Licensees

Did you know that if you play bingo at a licensed bingo hall you can only use the hall's bingo equipment if that equipment is listed in your rental contract? Hall directive 10.03.01 expanded bingo equipment to include secondary (lighted) boards, video monitors, sound system, and remote/wireless microphones.

When you negotiate your rental contract for the 2006/2007 bingo year, make sure all equipment is included in your hall rental contract. Bingo Rule 312 (1) states, in part, "...the organization may use equipment that is provided by the licensed hall or lessor if such use is included in the bureau approved rental contract." In other words, if you want to be able to use equipment your hall provides for bingo, it must be listed in the contract.



Hall Owners

Hall rule R432.22004 (1) states, in part, "...the hall licensee agrees to all of the following terms and conditions: (j) To maintain all bingo equipment included in the terms of the rental agreement in good repair and sound working order."

Hall directive 10.03.01 requires defective bingo equipment to be repaired within three business days from the time it is reported in writing to the hall licensee. If such repairs cannot be completed in the required time frame, the hall licensee shall notify their inspector by e-mail, fax, or telephone advising them of the circumstances.



Rock & Rollover Record

Detroit's Chapter of the Irish American Unity Conference plays bingo on Thursdays from 6:30 to 9:30 p.m. at Sheldon's Shamrock Hall in Livonia. On a record-breaking 28th box, James Peterson, the Rock & Rollover diamond prize winner, chose the winning bonus prize window and won a grand total of \$4,450. This is the highest rollover reported to the Lottery.

If your bingo has a large jackpot for the Rock & Rollover ticket (or Michigan Progressive Jackpot Bingo Game) make the most of it! Take the winner's photograph along with a jumbo check and post the photo at your hall. If you'd like to share it with us, we may feature it in HIGHLIGHT\$.



How Does Color Affect the Mind?

Match the emotions with the colors they evoke:

- _____ 1. Warmth, confidence, creativity, energy, generosity, impulsiveness, and cheerfulness. (Also promotes hunger.)
- _____ 2. Integrity, justice, formality, and peace. Overuse can project coldness, loneliness, and sadness.
- _____ 3. Tranquility, romance, femininity, security, and nurturing.
- _____ 4. Excitement, impulsiveness, and passion. Strong color that must be used carefully. Too much evokes agitation.
- _____ 5. Authority, power, sophistication, mystery, evil, death, and darkness.
- _____ 6. Warmth, riches, joy, and luxury.
- _____ 7. Contentment, life, harmony, restfulness, friendliness, faith, and money.
- _____ 8. Cheerfulness, energy, warmth, and creativity. Too much hurts the eyes, over-stimulates, and evokes feelings of sickness.
- _____ 9. Innocence, purity, cleanliness, sterility.
- _____ 10. Royalty, beauty, wealth, justice, spirituality, romance, mysticism, and inspiration. Too much can be depressing.
- _____ 11. Practical, plain, fatigue, old, and industrial.
- _____ 12. Sociability, openness, credibility, comfort, reliability, strength, and earthiness.

COLORS:

A—Orange
B—Red
C—Yellow
D—Pink
E—Blue
F—Green
G—Violet
H—Black
I—Gray
J—White
K—Brown
L—Gold

Answers at
bottom of page.

Which Colors Increase Player Spending?

When you use color to your advantage, it influences the way players feel in your bingo hall or club. Whether used in signage, furniture, walls, ceilings, or carpeting, color is a powerful emotional tool. Most people react to colors in the same way.

Since many bingo halls and clubs will be painted and recarpeted within the next year, it is wise to follow the lead of our largest rivals—casinos, restaurants, and sports bars. Their designers have studied how color evokes moods and have applied that knowledge to their business. It is not surprising to know that in a social environment that treats their clients like royalty, wants them to feel comfortable, and encourages spending on food and other entertainment, the most strategically used colors are brown, orange, red, and gold.



What's in a Rug?

Does the color of the carpeting really matter? Should carpeting be limited to one color? Casinos have done a great job of designing their carpets. While the number of patterns are endless, nearly all stick with impulsive colors such as oranges, reds, and gold—then add blue for trustworthiness and integrity and often green for money and purple for wealth.

If you are interested in seeing more than 100 images of carpeting in the casinos of Las Vegas, Reno, the Gulf Coast, and Atlantic City, visit this website: www.dieiscast.com/gallerycarpet.html.

ANSWERS: 1-A, 2-E, 3-D, 4-B, 5-H, 6-L, 7-F, 8-C, 9-J, 10-G, 11-I, 12-K

Halls Making Transformations



Those involved in the bingo industry have watched the steady decline in bingo attendance since the opening of the first casinos back in the early nineties. Large prizes, enticing packages, and an attractive atmosphere can easily lure away a potential bingo player.

The Charitable Gaming Division has been taking several approaches in hopes of reversing the trend in attendance. While the Michigan Progressive Jackpot Bingo Game, progressive charity game tickets, and electronic bingo have increased player spending, the drop in attendance at bingo continues.

Senate Bill 435, if passed, would increase bingo and millionaire party prizes, allow more than two bingos at a hall on a given day, and allow a more dynamic Michigan Progressive Jackpot Bingo Game.

This bill can be viewed from the Michigan Legislature website at www.legislature.mi.gov. If any of these issues are important to you, we encourage you to share your opinions with your legislators. Now is the time to hear from you. Without feedback from the gaming community, change will not happen.

Larger prizes and new games may attract new players; however, we have had to step back and evaluate what new players are seeing when they step into a bingo hall. The condition of the *majority* idea will come from. Filthy

bathrooms, yellow ceilings, ripped chairs, and scraped up walls were enough to convince many new players to never return to our bingos.

The Charitable Gaming Division is proposing revisions to the evaluation process and hall rent structure to assist halls with re-imaging the face of the nonprofit bingo industry. The division is working with hall owners in an effort to reward those that make improvements to their halls.

In August and September, hall evaluations were conducted to establish a baseline rating. Hall owners were then mailed a copy of their scores along with the proposed rent scale. Many hall owners requested a new evaluation, citing areas in which they felt they should have received points. Follow-up evaluations were conducted and in some cases, scores were adjusted. Other hall owners have reported that this evaluation was a good wakeup call for them to step back and decide if their hall was helping or hurting bingo.

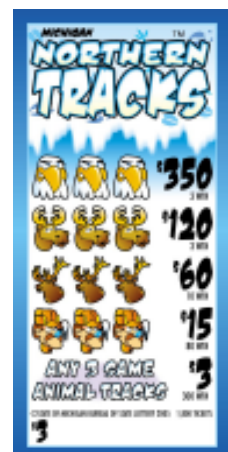
Some hall owners have already taken steps to raise the bar. Most are making plans for changes that will make the best impact.

Use your resources wisely. Untapped ideas can be gathered from bingo players, bingo workers, and suppliers. Two heads are always better than one and you never know where the next great

Charity Game Tickets— The Latest and Greatest

The screaming lady is back! **Bingo Fever**, a retired \$1 ticket, was restructured as a 50 cent ticket and released in September. Since then, it has not only been a welcome addition to bingo, but the clubs have also had success in selling it.

This winter, veteran and fraternal clubs will be able to offer Michigan's first \$3 charity game ticket—**Northern Tracks**. With a top prize of \$350, the eagles, moose, and elks leave their mark!



Reverse Raffles

The most common type of raffle drawing is where the first ticket drawn wins the grand prize. A reverse raffle is totally different. Reverse raffles usually award the grand prize last. The raffle drawing is typically conducted at a dinner or gala event and the raffle activity is the major focus of the evening.

In addition, reverse raffles have a tendency to generate more sales for the organization as it gives people extra time to purchase other games of chance such as 50/50's and charity game tickets. This provides a lot of activity for one event and the work is intensive, but it can generate additional revenue.

A reverse raffle is generally conducted in the following manner:

- Before the raffle event, post the raffle license and the house rules notifying the public of the drawing method used to conduct the raffle, how the winner will be determined, and the order in which all prizes will be awarded.
- Prior to the drawing, conduct an inventory of all tickets sold to ensure all stubs are present. Do not include unsold tickets in the drawing.
- Place all sold ticket stubs in the drawing receptacle.
- In front of your audience, thoroughly mix the ticket stubs.
- Begin by drawing a ticket stub and announcing the name or number on the stub to the audience. It ensures the audience knows what ticket stubs have been eliminated. Repeat this process until one ticket stub remains in the receptacle.
- Post eliminated stubs in the order they were drawn on a bulletin board so your audience can verify their ticket stub(s) has or has not been eliminated.
- The last ticket in the receptacle is normally the winner of the raffle.
- Record the prize winner's names and keep this as a record for inspection purposes.



To add further excitement to your reverse raffle, prizes can be awarded throughout the raffle drawing, such as the 10th, 25th, or 50th ticket drawn out of the receptacle. If winners are determined in this manner make sure this is spelled out in your house rules.

The Key to Easier Recordkeeping: Computerized Game Forms for Clubs



Two game forms for Annual Charity Game Ticket licensees have been computerized and are available on our website. The Charity Game Ticket Reconciliation and the Charity Game Ticket Accountability forms can do all calculations for you automatically. Simply download the forms into Excel 97 or a newer version and you'll be off and running. The gray areas on the forms identify fields that will be calculated for you. Please remember to print a hard copy of each form as it is completed. The hard copy must be available for review by your local inspector. You do not need to obtain written permission from us to use the computerized forms provided by the Charitable Gaming Division.

If you choose to create your own computerized version of our game records, you should review and become familiar with Directive 1.01.01 – Computerized Record Keeping. There are several items that must be submitted to us in order to obtain approval to use your own computerized game records.

We hope these forms simplify and reduce the amount of time spent maintaining your charity game ticket records. To download our computerized game forms or to obtain more information on creating your own game forms, visit our website at www.michigan.gov/cg.

Administrative Action

Suspended Licenses

Organization	City	Violation(s)	Length	Date	License
VFW 6691	Fraser	Failure to maintain accurate/current records; failure to deposit proceeds in a timely manner; failure to account for all funds.	4 weeks	6/5/05	Annual CGT
Eagles 2535	Big Rapids	Failure to maintain accurate/current records; failure to account for all funds.	2 weeks	6/12/05	Annual CGT
Moose 1570	Benton Harbor	Failure to maintain accurate/current records; failure to account for all funds.	6 weeks	6/12/05	Annual CGT
Eagles 3884	Lake City	Failure to complete worker pay records; failure to deposit proceeds in a timely manner; failure to maintain accurate/current records.	2 weeks	7/10/05	Annual CGT
Eagles 3607	Howell	Worker pay exceeds limitations; failure to deposit proceeds in a timely manner; failure to maintain accurate/current records.	10 weeks	8/7/05	Annual CGT
Eagles 1230	Pontiac	Failure to maintain accurate/current records; failure to account for all funds.	3 weeks	8/28/05	Annual CGT
Moore Apartment Nonprofit Housing Corporation	Lansing	Failure to maintain accurate/current records; failure to have supporting documentation for expenditures; worker pay exceeds legal limits; chairperson did not provide oversight.	2 weeks	8/28/05	Bingo
Moore Nonprofit Housing Corporation (A21235)	Lansing	Failure to maintain accurate/current records; failure to have supporting documentation for expenditures; worker pay exceeds legal limits; chairperson did not provide oversight.	2 weeks	8/28/05	Bingo
Moore Nonprofit Housing Corporation (A04042)	Lansing	Failure to maintain bingo game records; failure to have supporting documentation for expenditures; worker pay exceeds legal limits; chairperson did not provide oversight.	2 weeks	8/28/05	Bingo
Moose 1555	Fremont	Illegal and/or unlicensed gambling.	10 days	9/1/05	All
Eagles 612	Jackson	Worker pay records incomplete; bingo net proceeds diverted for questionable purposes.	5 weeks	9/18/05	Bingo
Eagles 4310	Paw Paw	Overpayment of workers and failure to complete worker pay records; failure to deposit all charity game ticket proceeds; failure to maintain accurate/current records.	2 weeks	10/2/05	Annual CGT
VFW 4087	Davison	Failure to deposit proceeds in a timely manner; failure to maintain accurate/current records.	1 week	10/2/05	Annual CGT
VFW 796	Port Huron	Failure to deposit proceeds in a timely manner; failure to maintain accurate/current records; failure to account for all funds.	3 weeks	10/2/05	Annual CGT
American Legion 93	Hartford	Failure to maintain accurate/current records; failure to account for all funds.	3 weeks	10/9/05	Annual CGT
Montrose Area Chamber of Commerce	Montrose	Game program inaccurate and/or incomplete; house rules incomplete; failure to maintain all game records; failure to follow the bureau's directive for electronic bingo cards; worker pay records incomplete; failure to maintain accurate inventory record of disposable bingo cards.	2 weeks	10/16/05	Bingo
Moose 2254	Mancelona	Failure to maintain accurate/current records; failure to account for all funds.	3 weeks	10/23/05	Annual CGT
Moose 335	Milan	Incomplete information on checks; failure to deposit proceeds in a timely manner; failure to maintain accurate/current records; failure to account for all funds.	4 weeks	10/30/05	Annual CGT

Other License Actions

Organization	City	Date	License	Status
VFW 2943	Brown City	7/29/05	Bingo	Surrendered
St. Raymond Parish	Detroit	8/4/05	Bingo	Surrendered
Michigan Foot & Ankle Health Foundation	Okemos	5/20/05	Bingo	Revoked



Area Training Sessions

Charitable Gaming inspectors conduct statewide training sessions for licensees covering topics such as recordkeeping, rules, and accountability. We encourage you to attend meetings in your area to stay current on the latest charitable gaming news and requirements.

The following training meetings will cover raffles, millionaire parties, bingo, and charity game tickets. All meetings are scheduled for 1:30 p.m. This schedule is subject to change. Please check our website at www.michigan.gov/cg for the most current list of training sessions.

January 11
American Legion 409
6737 Allen Road
Allen Park, MI

March 14
Knights of Columbus 2950
44425 Utica Road
Utica, MI

May 9
VFW 9809
3265 Kochville
Saginaw, MI

February 7
Knights of Columbus 4362
(Bishop Haas Building)
5830 Clyde Park SW
Wyoming, MI

April 11
American Legion 98
632 Eastern Avenue
Allegan, MI

June 6
American Legion 71
802 Delta Avenue
Gladstone, MI

If your organization is interested in hosting an area training session in the future, call Tom Reich at (517) 335-5782.